

Ms. Holly Helterhoff

Director, Center for Teaching and Learning
Director, Arts and Sciences Undeclared Program
Senior Lecturer, Technical and Professional Communication

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Ms. Helterhoff joined the Lawrence Tech faculty as a full-time director and instructor in 2008. As the Director of the [Center for Teaching and Learning](#), Holly connects faculty with resources to enhance pedagogy and student success.

She also guides the [Arts & Sciences Undeclared Advising Program](#) which partners students with faculty for academic guidance and support.

As a Senior Lecturer in [Technical and Professional Communication](#), Holly continues delivering instruction in COM 2103. She began teaching this required course at Lawrence Tech in 2005, and enjoys seeing student writing and presentation skills grow over the semester. She also developed the graduate and undergraduate Writing for Social Media courses, and teaches additional graduate courses including Communicating Across Cultures, Proposal Writing, and others.

From 2005-2008, Holly also co-developed and taught multiple sections of the Digital Fundamentals Foundation course at the College for Creative Studies in Detroit.

Holly has earned a Master of Science in Technical and Professional Communication from Lawrence Tech, and a Bachelor of Arts from McGill University in Montreal, Canada.

Honors & Awards

The State of Michigan's King-Chavez-Parks 4-S competitive grant "Best Practices" Designation for program coordination (2010) and innovation (2011)

Publications

H. Helterhoff. "Crossing the Bridge." 7th Annual National Symposium on Student Retention, Consortium for Student Retention Data Exchange (CSRDE), Charleston, SC, 2011.

H. Helterhoff, J. Zweisler-Vollick, and G. Aviles. "Beyond Newsletters." 7th Annual National Symposium on Student Retention, Consortium for Student Retention Data Exchange (CSRDE), Charleston, SC, 2011.

Grants

King-Chavez-Parks 4S, State of Michigan. S.T.A.R. (Students with Technology Achieving Results) renewal, 2011-2017

Michigan Campus Compact. "Financial Literacy VISTA." 2010-2017

Coleman Foundation. Fellows Program. "Social media and technology."
Holly Helterhoff (Fellow) 2011-2012

Conference Presentations

Equity Conference, King-Chavez-Parks, Saginaw, MI, 2012

7th Annual National Symposium on Student Retention, Consortium for Student Retention Data Exchange (CSRDE), Charleston, SC, 2011

Equity Conference, King-Chavez-Parks, Mt. Pleasant, MI, 2010

Michigan Foundation for Education Leadership, *Governor's Education Summit*, 2009

Courses Taught

Graduate

COM 6493 Communicating Across Cultures

COM 7103 Proposal Writing

COM 6543 Technical Editing

COM 6533 Writing for Social Media

Undergraduate

COM 2103 Introduction to Technical and Professional Communication

MCO 3633 Social Media